



ALABAMA'S FORESTRY TEAM PROGRAM

1988 – 2001

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Alabama's forest and wood products industry continues to bolster the state's economy contributing approximately \$14.4 billion in value of product shipments. It is not surprising that the number one manufacturing industry in Alabama is forest products. Alabama's forest products industry both directly and indirectly provides employment for approximately 170,000 people. The forest products industry is an integral part of Alabama's future. The expansion of existing forest industry facilitates economic development in mostly rural communities where the need for new jobs is great. To focus on the opportunities that exist through development of the forestry and wood products industry, we utilize the Forestry TEAM Program.

Purpose and Scope

The Forestry TEAM Program was initially formed to help maintain and expand the forest products industry and in turn ensure the further development of Alabama's economy. Many different state agencies and university-based programs offer assistance to Alabama's existing private industry; however, private industry and the public have a very fragmented familiarity with these services. The primary purpose of the Forestry TEAM is to bring all of these resources under one umbrella to maximize the effectiveness of each agency for the state's forest industry...unique in the United States. To accomplish its tasks, the Forestry TEAM networks with the following cooperators:

the Alabama Industrial Development Training Institute, the Alabama Forestry Association, the U. S. Forest Service, the Alabama Farmers Federation, the Alabama TREASURE Forest Association, the Alabama State Docks Department, the Alabama Power Company, the Alabama Electric Cooperative, the North Alabama Industrial Development Association, the Economic Development Partnership of Alabama and local economic developers.

The Forestry TEAM is involved in the following areas: job creation through new and expanding forest product manufacturing, market expansion and international trade, new product & technology transfer and forest industry worker and management personnel training.

Forestry Team Strategy

In 1991, the Forestry TEAM developed a forest industry development strategy for Alabama. That strategy includes the following points:

- To create jobs by promoting both primary and secondary wood product manufacturing that compliments the existing industry and reduces pressure on Alabama's forest resource.
- To advocate investment in new products and technology that enhances job creation, competitiveness, and assures the viability of Alabama's forest industry.
- To advocate forest product market expansion and foreign trade that creates jobs, improves profitability and the balance of trade for Alabama's economy.
- To advocate rural community economic development through forestry by facilitating strategic planning increased leadership skills, and infrastructure planning.

History and Members

The formation of the Forestry TEAM began in 1988 with discussions led by the Alabama Forestry Commission centered on the need to be more responsive and effective in working with other state agencies. The first major TEAM initiative was a "Reverse Investment Mission" to Alabama by 17 Taiwan furniture companies in April 1988. A follow-up "Alabama Trade / Investment Mission" to Taiwan led by the state forester that included Alabama forest product companies occurred in November 1988. In 1989, the Alabama Forestry Commission assigned a staff forester to work at the Alabama Development Office

FORESTRY TEAM ACCOMPLISHMENTS

New and Expanding Industry Development:

- Reverse Investment Mission to Alabama, by (17) Taiwan furniture companies, April 1988.
- Created "Forest Products Development Center", at Auburn University 1989.
- The Forestry TEAM was successful in helping to develop many new and expanding industries in the 1990's including: announcements of over \$200 million in investment and 650 new jobs. The announcements included the following wood product areas: oriented strand board, soft-wood lumber/timbers, laminated veneer lumber, wood fiber composite decking, hardwood flooring, and kitchen cabinets

Technology Transfer and Training:

- Created "Alabama Center for Advanced Woodworking Technology" (ACAWT), at Northwest Shoals Community College, Phil Campbell, Alabama, 1997.
- Held Opportunities & Obstacles: Alabama Wood Product Industry's Future at the Winfrey Hotel in Birmingham, Alabama in September 1998. Twenty-five (25) participants attended the training.
- ACAWT designed equipment training manual and compact disc of McKinney Lumber Company in May 1999. This manual detailed each step in utilizing machinery housed at McKinney Lumber Company.
- First Line Supervision Training course taught by the ACAWT June-July 1999. Twenty-eight (28) participants received training in personnel management and supervision.
- ACAWT developed Manufactured Housing Industry employee entry-level curriculum course.
- Held Cabinet Vision Corporate Training in July 2000. Twenty-five (25) corporate employees received training on the Northwood CNC Router and Cabinet Vision software.
- ACAWT staff attended and presented a display booth of the ACAWT at the Alabama Forestry Association Convention at Perdido Beach Resort, Orange Beach, Alabama in September 2000.

International Trade and Market Expansion:

- Alabama Company Assists - 300
- Export Sales Generated - \$ 23,000,000
- Market Studies and Publications:
 - "Alabama Forest Products Industry Directory, 1996"
 - "Export Directory for Alabama Wood Products, 1996"
 - "A Directory of Overseas Trade Shows, 1996"
 - "Export Guide for Alabama Lumber Companies, 1995"
 - "The Caribbean Market for Building Products, 1994"
 - "The European Market for Southern Pine Lumber, 1994"
 - "Directory of European Markets - Southern Pine Lumber, 1994"
 - "The European Market for Southern Yellow Pine, 1991"
 - "Alabama Forest Products Industry Directory, 1990"

Trade Shows and Missions:

- Forest EXPO - Forest Harvesting & Manufacturing Equipment Supply Show, 2001
- International Woodworking Fair, Atlanta, Georgia, 2000
- Southeast U.S.- Korea Committee Meeting, attended by AFC Commissioners, 1999
- "Ideal Home Show", United Kingdom, 1998
- "Expo Mueble Furniture Supply Show", Guadalajara, Mexico, 1994
- Trade Promotion & Market Analysis Mission, Honduras, 1999
- "Interzum Forestry Suppliers Show" Cologne, Germany, 1995
- (5) Sales Missions to Taiwan, Japan, Denmark, Belgium, Mexico, 1994
- "Ligna Wood Technology Show", Hanover, Germany, 1993
- "Alabama Trade/ Investment Mission To Taiwan", attended by State Forester, Alabama International Trade Center, Alabama Development Office, and Alabama Forest Industry, November 1988
- "U.S. Industrial Products Show", in Taipei, Taiwan, attended by Forestry TEAM, 1988

to assist in forest-based economic development projects. In addition, over the past decade the Alabama Forestry Commission has worked with the Alabama International Trade Center at the University of Alabama to promote exports of wood products overseas by working one-on-one with Alabama's forest product companies.

In April 1991, in cooperation with Auburn University, the Alabama Forestry Commission created the Forest Products Development Center for the purpose of providing increased emphasis in the areas of technical information and analytical assistance to facilitate forest-based industrial recruitment and expansion of Alabama's forest industry.

The Forestry TEAM obtained a \$20,000 state grant to develop the Alabama Center for Advanced Woodworking Technology located on the campus of Northwest Shoals Community College in Phil Campbell, Alabama. The center functions to facilitate the growth and development of Alabama's secondary wood processing industries through workforce training and technology transfer. The Alabama Forestry Commission promoted the use of wood by-products for energy by working with the Energy Division of the Alabama Department Economic and Community Affairs to create the Biomass Energy Program for converting from fossil fuels to wood-based fuels. These initiatives and others led to the formalization of the present Forestry TEAM in 1991 with an agreement between the Alabama Forestry Commission, the Alabama Development Office, the Alabama Department of Economic and Community Affairs, and the Governor's Office.

Primary Forestry TEAM Members

Alabama Forestry Commission - In cooperation with its partners, the Forestry Commission develops and maintains the necessary forest inventory and forest industry databases utilized by the Forestry TEAM to facilitate forest based economic development. The state agency provides marketing and technical assistance to Alabama's forest products industry.

Alabama Development Office - The Alabama Development Office is the lead

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Governor Announces CONSERVATION CELEBRATION EXPO - 2002

Governor Don Siegelman has announced that Oak Mountain State Park will be the scenic backdrop for *Conservation Celebration Expo*, sure to be the largest all-outdoors recreation show in Alabama. In a gathering at the Governor's Mansion, Siegelman unveiled Alabama's first *Conservation Celebration Expo* to be held September 28-29, 2002. "The *Conservation Celebration Expo* is about celebrating Alabama's outdoors – celebrating our unique and diverse natural resources...celebrating our broad spectrum of environmental partners...celebrating our rich outdoor heritage...and celebrating our abundant outdoor recreational opportunities."

The Alabama Department of Conservation and Natural Resources is coordinating the *Conservation Celebration Expo* in a manner that showcases the many conservation and environmental groups in the state working together. By design, a broad spectrum of natural resource interests will be a part of the two-day event and will include public and private groups such as agriculture, wildlife, forestry, industry and the environment.

The *Conservation Celebration Expo* will offer highly interactive outdoor experiences for every participant regardless of age, gender, or ability level. Twin themes of "use it wisely" and "use it safely" will be the basis for all hands-on activities, demonstrations and presenta-

tions. Visitors can participate in such activities as paddle sports, fishing, landscaping for wildlife, firearm safety, camping, rock climbing, nature photography, boating safety, and wildlife viewing. No admission will be charged.

Alabama's natural resources provide a variety of benefits: clean air and water, habitat for wildlife, unlimited opportunities for recreation and aesthetic beauty. The economic benefit is valuable as well. Each year residents and non-residents spend over \$3 billion on wildlife-associated recreation in Alabama.

The *Conservation Celebration Expo* encourages enjoyment and wise use of Alabama's natural resources. Conservation Commissioner Riley Boykin Smith believes the event is a great way to involve citizens in environmental protection and conservation efforts. "The *Conservation Celebration Expo* will do as much as any single event to promote an environmental stewardship ethic in the state. Alabama's great outdoors are here for everyone to enjoy. This event will provide an outstanding forum for Alabama conservationists to tell our story and engage every citizen in the outdoors. The beautiful location and hands-on activities will make for an exciting and educational family event."

For more information about the *Conservation Celebration Expo* contact Jim Mullis at the Department of Conservation and Natural Resources, 334-242-3163.

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state agency for facilitating economic development for the express purpose of creating jobs for the citizens of Alabama. In 1990, the Alabama Forestry Commission loaned a staff forester to the Alabama Development Office to facilitate forest-based economic development by providing technical assistance. The Alabama Development Office eventually hired the staff forester. The forester is a senior project manager whose responsibilities include the creation of jobs through the recruitment of forest-based industry to Alabama.

Forest Products Development Center -

Located on the campus of Auburn University in association with the Auburn School of Forestry and Wildlife Sciences, the purpose of the center is to assist the wood products manufacturers in helping maintain the industry's economic health and in facilitating growth in sales, profits, and employment. The Center is engaged directly in industrial recruitment activities aimed at the expansion and development of Alabama's forest industry.

Alabama International Trade Center -

On the campus of the University of Alabama, the Center assists wood product manufacturers in the development of value added exports of Alabama wood products, encourages more companies to participate in the export trade, and fosters the economic expansion of the state's forest industry through exports. Direct, one-on-one assistance includes distributing foreign market information, trade leads, names of overseas buyers and contacts, and hosting foreign visitors to meet with Alabama suppliers.

Alabama Center for Advanced

Woodworking Technology - Located on the campus of the Northwest Shoals Community College, the primary mission of the Center is to facilitate the growth and development of Alabama's secondary wood processing industries. The Center provides training that will help build a modern manufacturing workforce, assisting Alabama companies in becoming internationally competitive, and promoting environmentally sound processing technologies.